# Affordable Attic Insulation

Affordable Attic nearly **doubled revenue** in just one year with HLM

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**"HLM strategies work. I have peace of mind knowing I have a team working for me behind the scenes!"**

— Jason Furrer, Owner Affordable Attic Insulation

## "We Needed Quick Wins for the Busy Season"

Jason's busy season was approaching. He needed to attract leads quickly and expvand his reach in the Greater Houston area. He tried running PPC campaigns on his own but quickly realized after weeks of overspending on low-quality leads he needed the right marketing partner to accomplish his short-term revenue-generating goals.

**INDUSTRY**
Home Services

**BUSINESS TYPE**
Single Location

**LOCATION**
Katy, TX

**HLM SERVICES**
- HLM Performance
- SEO Platinum
- Core70
- Paid Ads (PPC)

**KEY METRICS**

**75%+**
Increase Revenue in Month-Over-Month

**70%+**
Reduction in Average Cost-Per-Click (PPC)

**76+**
Reviews in Under 24 Months

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Before a friend recommended HLM, Jason never imagined how much bigger and more profitable he could be using **PPC as part of a robust long-term digital marketing strategy.**

## Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the home services industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM

**Google**
4.9 ★★★★★

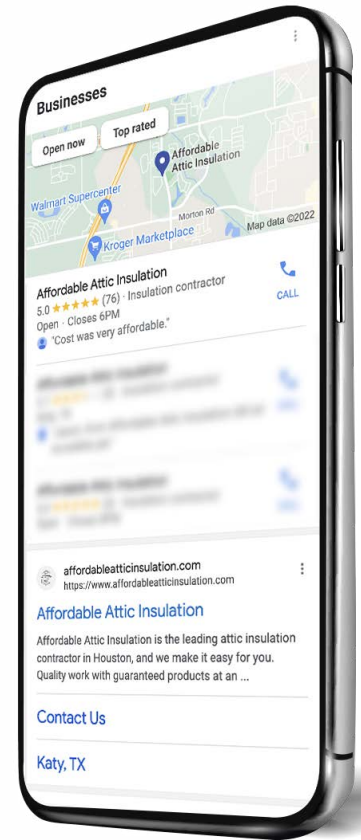**facebook**
★★★★★

# Rethinking Single Channel Marketing

With HLM, Jason quickly realized putting his entire marketing budget into one channel was not only risky, but without a strong website and digital foundation to support it, pay-per-click (PPC) advertising could never generate the kind of leads he needed to make it worthwhile. Our digital strategists collaborated with Jason to determine the right combination of tactics that woultd strengthen his brand, increase visibility in his market, and position Affordable Attic Insulation as the trusted leader in residential attic insulation solutions.

# Local SEO & GMB Optimization

Affordable Attic Insulation is headquartered in the small town of Katy, TX. Owner Jason wanted to expand his service area into the Greater Houston area. Our SEO experts optimized Affordable Attic's Google Business listing, created a content strategy to expand the service area, and started a backlink strategy that makes it easier for search engines to understand Affordable Attic Insulation's core services and the residential areas they service.

# Pay-Per-Click Advertising (PPC)

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# Unlock your potential. Gain your competitive advantage.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

## Competitive Insights
Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

## Unmatched Transparency
Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

## Leading Technology
Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS